CHAPTER 4

DATA ANALYSIS

4.1 Introduction

This chapter explains about the analysis of the collected data which gathered by distributing questionnaires to the respondents who are ranging from 15 to 24 years old with the most respondent are university students in DIY (Daerah Istimewa Yogyakarta).

This study used Microsoft EXCEL 2007 SPSS version 16.0 in order to calculate and processing the raw data that already collected. Several analyses will be done, where validity and reliability analysis will be used to test the validity and reliability of the data and continued by regression analysis to reveal the relative importance of the determinants.

4.2 Response Rate

The questionnaires were distributed to young people aged from 15 until 24 years old in Yogyakarta city and took place mostly in boarding house. The distributions of questionnaires were distributed two days before public holiday. The total questionnaire that being distributed are 190 questionnaires with only 150 questionnaires could be well-responded and being analyzed. The other 40 questionnaires cannot be processed due to several problems. 4 questionnaires are not fully filled by the respondents, and the other 36 questionnaires cannot be obtained from the respondents. The 36 questionnaires that cannot be obtained are

the questionnaires that were distributed to the respondents that took place in boarding houses. The reasons of inability to obtain the 36 questionnaires are because the respondents are not in town due to holidays, and most of the questionnaires were lost by the respondents due to the same reasons.

The obtained questionnaires from 150 respondents are completed and ready to be analyzed with a percentage of response rates that calculated below:

Response Rates = 150/190 x 100% = 78.9%

The result shows that the response rate is considered as moderated high. Therefore, the level of data bias of this sampling can be assumed to be low and can be used for the study.

4.3 Validity and Reliability Analysis

4.3.1 Validity Analysis

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure and concerned with measuring the right concept and reliability with stability and consistency of the measurement.

The data that have been collected will be considered valid if the value $>r_{table}$ which acquired with the equation of degree of freedom (DF) = n-2 or 150-2= 148 which is 0.1603. The table below will show the result of the analysis.

Table 4.1

Validity Analysis

Item	Corrected Item-Total Correlation	R-TABLE	Conclusion
P1	0.692	0.1603	VALID
P2	0.758	0.1603	VALID
P3	0.744	0.1603	VALID
P4	0.806	0.1603	VALID
P5	0.686	0.1603	VALID
P6	0.769	0.1603	VALID
P7	0.681	0.1603	VALID
P8	0.69	0.1603	VALID
P9	0.66	0.1603	VALID
D1	0.633	0.1603	VALID
D2	0.608	0.1603	VALID
D3	0.529	0.1603	VALID
D4	0.479	0.1603	VALID
D5	0.648	0.1603	VALID
D6	0.355	0.1603	VALID
D7	0.274	0.1603	VALID
A1	0.619	0.1603	VALID
A2	0.587	0.1603	VALID
A3	0.526	0.1603	VALID
A4	0.678	0.1603	VALID
A5	0.632	0.1603	VALID
A6	0.621	0.1603	VALID
M1	0.525	0.1603	VALID
M2	0.648	0.1603	VALID
M3	0.69	0.1603	VALID
M4	0.655	0.1603	VALID
M5	0.548	0.1603	VALID
M6	0.556	0.1603	VALID
V1	0.746	0.1603	VALID
V2	0.727	0.1603	VALID
V3	0.792	0.1603	VALID
V4	0.825	0.1603	VALID
V5	0.763	0.1603	VALID

The table of all variables above shows that all of the variables in all dimensions are higher than 0.1603 of the r-table which means that all of the questions in this research are valid.

4.3.2 Reliability Analysis

Reliability analysis is conducted to check whether the questionnaire of research is reliable or not. The table below shows the result of the reliability analysis.

Table 4.2

Reliability analysis

No	Variable	Items	Cronbach's Alpha	Criteria	Conclusion
1	**Power-prestige**	**9**	.920	**0.6**	**Reliable**
2	**Anxiety**	**7**	.779	**0.6**	**Reliable**
3	**Distrust**	**6**	.836	**0.6**	**Reliable**
4	**Materialism**	**6**	.830	**0.6**	**Reliable**
5	**Achievement Vanity-view**	**5**	.909	**0.6**	**Reliable**

A well acceptable value of Cronbach's alpha is recommended to be 0.6 as suggested by Hair et al. and Flynn et al. (1994, as cited in Bassioni *et.al*, 2008). Thus, results in Table 4.2 shown that the reliability analyses for all of the variables have exceeded 0.70 are assumed to be reliable. This results shows that the questionnaire in this research is reliable.

4.4 Demographic Analysis

In order to know the profile of the correspondents, demographic analysis was conducted. The results will be shown as follow.

Table 4.3

Respondent Profiles

Aspect	Description	Frequency	Percentage (%)
Gender	Male	75	50%
	Female	75	50%
Age	17	5	3.3%
	18	10	6.7%
	19	10	6.7%
	20	18	12%
	21	45	30%
	22	42	28%
	23	10	6.7%
	24	10	6.7%
Income	<Rp 500.000	40	26.7%
	Rp 500.000 - Rp 1.500.000	85	56.7%
	Rp 1.500.001 - Rp 3.000.000	21	14%
	>Rp 3.000.000	4	2.7%
Race	Java	51	34%
	Batak	7	4.7%
	Chinese	79	52.7%
	Bali	5	3.3%
	Ambon	1	0.7%
	Others (e.g. Timor, India and Sunda)	7	4.7%

4.4.1 Gender

According to the data collected by the questionnaire, the respondent of male and female are divided in the same portion for each 75

person, which is 50% for total population of each gender. This number has been reached accidentally while the questionnaire itself was distributed randomly to male and female.

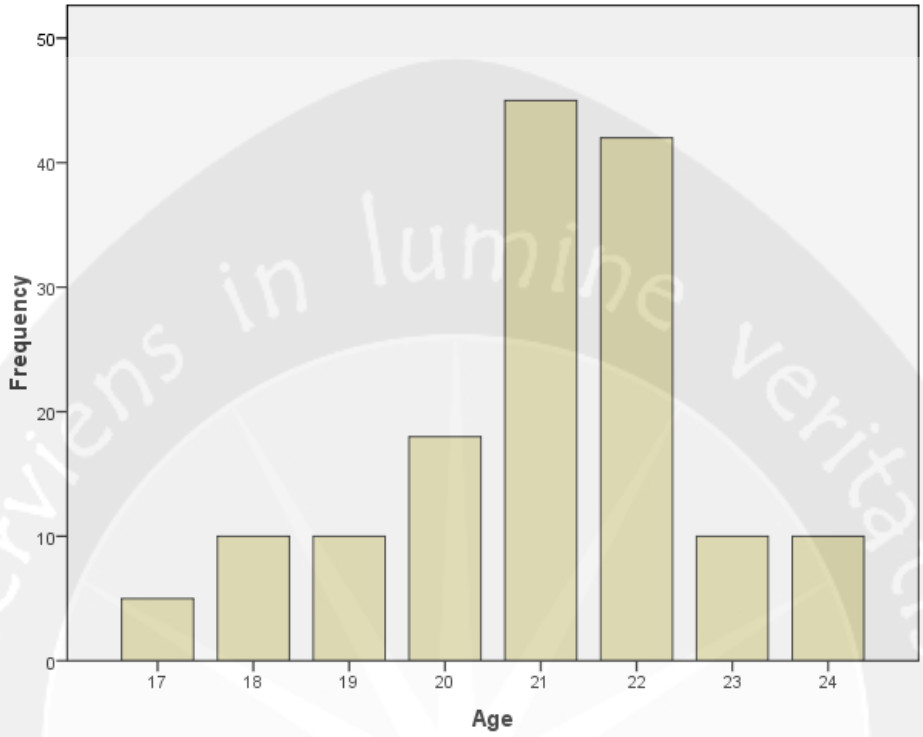
4.4.2 Age

The questionnaires were intended to collect the data of people whose age are in range from 15 to 24 years old. The mean of the respondents is 21.03 years old. The table below shows that most of the correspondents are in age of 21 years old with 30 percent (45 respondents) of the total respondent. It is followed by respondents in age of 22 years old with 28 percent (42 respondents), 21 years old with 12 percent (18 respondents), age of 18, 19, 23 and 24 with 6.7 percent (10 respondents for each category) and finally 17 years old with 3.3 percent of total (5 respondents) as the least age category in age.

The bar chart below clearly shows that the highest respondents are in age of 21 years old, which then followed by respondents in age of 22 years old. The respondent data happened to be so because of the respondents are mostly university students in their last year of study, where the overall age of university students in the last year are normally in range of 21 years old until 22 years old. The smallest populations of respondents are in age of 17 years old, which happened as freshmen in university.

Figure 4.1

Age

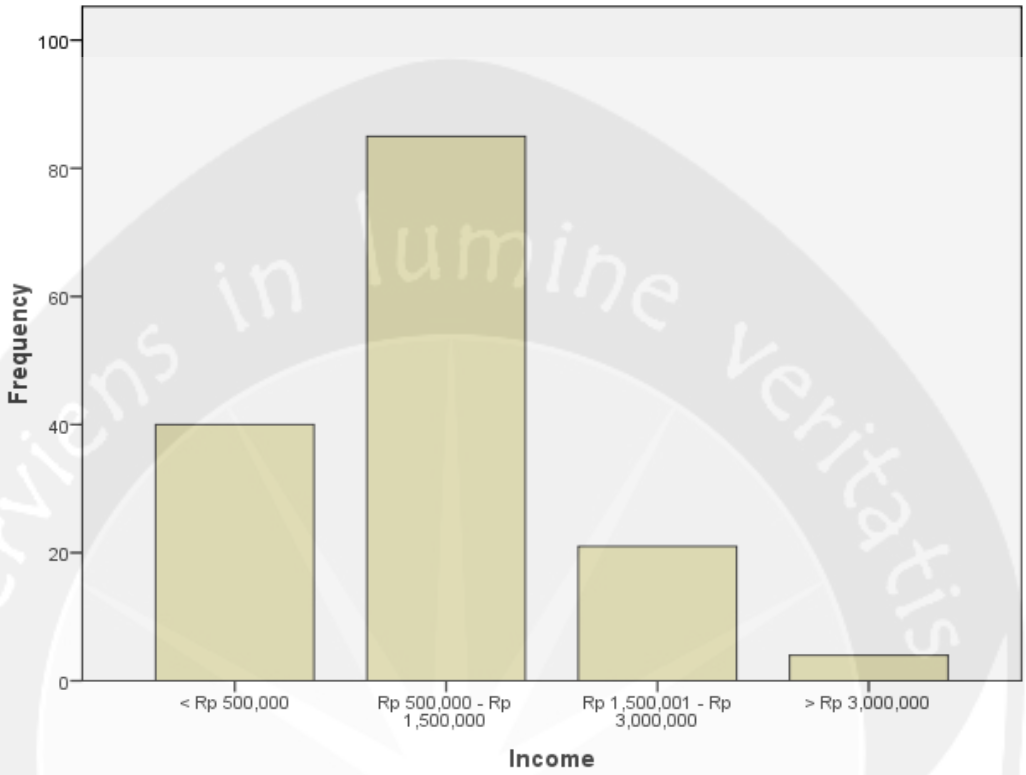


4.4.3 Income

The data shown below show that the respondents' income mostly in the second group, where their income are in between Rp 500,000 – Rp 1,500,000 per month and received by 85 respondents of total population. As shown in the table, the second highest income that earned by respondents is less than Rp 500,000 and received by 21 respondents of total population, and then followed by 21 respondents that received income in range between Rp 15,000,001 – Rp 3000,000. The highest income appears to be more than Rp 3,000,000, become the smallest in total population of sample that only received by 4 respondents.

Figure 4.2

Income



There are several reasons that caused the result happened as shown in the data. Because of the respondents are mostly university students in D.I. Yogyakarta, the respondents with income in range between Rp 500,000 until Rp 1,500,000 can be assumed as university students from the outside province, who mostly live in boarding house or rented house. This nominal of income is commonly received by those university students in order to fulfill their daily needs. Another population group that received less than Rp 500,000 could be assumed as university students that are originated from D.I. Yogyakarta. The income that received by this population appears to be their pocket money. This assumption was made because it is impossible for university student from outside province, who

lived in boarding house to live with only Rp 500,000 or less monthly. Another population with income in range between Rp 1,500,001 – Rp 3,000,000 and income more than Rp 3,000,000 still assumed as university students from outside province who are more well-fortuned or already have a job.

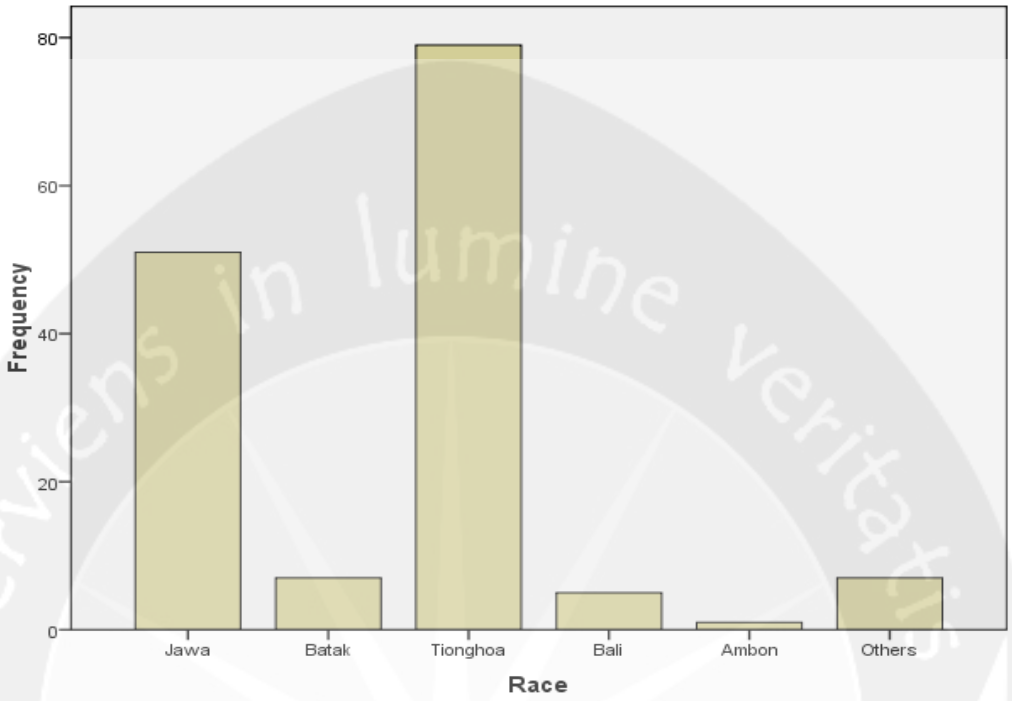
4.4.4 Race

According to the data collected**,** the most respondents are Tionghoa race (Chinese) with 52.7 percent (79 person), which then followed Javanese in the second place with 34 percent (34 person), and then Batak with 4.7 percent (7 person), Bali with 3.3 percent (5 person), Ambon with 0.7 (1 person), and the last are the respondents whose race is not mentioned in the questionnaire. They are Dayak with 1.3 percent (2 person), Flores with 1.3 percent (2 person), and Timor, India and Sunda for 0.7 percent each (1 person for each race).

As shown in the graphic below, clearly that the most respondents are Chinese (Tionghoa), and then followed by Javanese as the largest population. This is possible because of the population took place at boarding house around Atma Jaya University, which students are mostly Chinese, and of course Javanese. The smallest population comes from Ambon, Timor, Indian and Sudanese who only 1 respondent.

Figure 4.3

Race



4.5 Money Attitudes toward Materialism

Money attitudes, as already mentioned in Chapter 2, consist of power-prestige, distrust, and anxiety dimension. In this study, money attitudes are believed to have influence toward materialism. Therefore, the analysis for this conclusion was conducted using multiple regression analysis.

Table 4.4

Multiple Regression Analysis for Money Attitudes toward Materialism

Variables	Standardized Beta (β)	t Test		Adjusted R Square	F test	
		Value	Sig		Value	Sig
Power Prestige	.384	5.738	.000***	.512	53.045	.000[a***]
Distrust	-.013	-.204	.839			
Anxiety	.455	6.664	.000***			

*α significant at level 0.05
**α significant at level 0.01
*** α significant at level 0.1
Independent variable : Power-prestige, Distrust, Anxiety
Dependent variable : Materialism

Based on ANOVA test, the F value = 53.045 appears to be significant where $\alpha < 0.1$, which means that the model can proceed and will be able to interpret the calculation. The table 4.4, as is proved by the Adjusted R^2 value, 51.2 percent variances of materialism could be explained by the variance of power-prestige, distrust, and anxiety, while the other 48.8 percent of the variances can be explained by other factors.

According to the result shown in the table 4.4, power-prestige with **β** = 0.384 and Sig. value = .000 and anxiety with **β** = 0.455 and Sig. value = .000 are be significant predictors of materialism. Distrust is the only variance predictor that does not have significant influence toward materialism.

Distrust, as the only variance that does not have significant influence toward materialism, means that the act of materialism has no relation with the tendency of feeling suspicious and doubtful regarding situations involving money. Moreover, the tendencies shown by distrust dimension are against the materialism

activity. When consumers feel hesitate to spend their money, they purchase will tend to avoid compulsive buying.

Based on the result, anxiety with **β** = 0.455 is likely to be the most influence variance toward materialism, much more influencing than power-prestige with **β** = 0.384. The significant influences by those two variances are clearly shown by the materialist. Materialists tend to spend their money to purchase things which lead to compulsive buying in order to show off, and more likely, to avoid the opinion that they are not able to purchase something and being looked down by others. The more things they purchase, the more satisfied they are.

So, we can conclude that consumers who have a high tendency toward power-prestige and anxiety will clearly influence materialism. As mentioned by Durvasula and Lysonsky (2010), "those who are materialistic are likely to see money as the necessary ingredient they need to acquire material goods; not having money to achieve materialistic goals is likely to aggravate one's anxiety about the need for money." According to this conclusion, then H_1 and hypothesis H_3 are fulfilled.

A different result showed by Distrust, where the variable appears to be insignificant. The result means that distrust dimension has no influence toward materialism. Durvasula and Lysonsky (2010) mentioned that "lack of a significant relationship between distrust and materialism indicates that materialism was not involved in creating feelings of hesitancy, suspiciousness, and doubt regarding situation involving money and a lack of faith in one's ability to make efficient purchase decision". Therefore, this result does not fulfil H_2.

4.6 Power-prestige toward Achievement Vanity-view

Power prestige dimension, as an element of money attitudes, has been seen as an independent factor that could influence the achievement vanity-view.

Consumers will tend to spend their money in order to impress other people by showing off what they could get by their money, which they think as the symbol of their successful achievement. In this study, the calculation done in Linear Regression in order to find whether power-prestige could influence materialism. The result can be seen in below table:

Table 4.5

Impact of Power-Prestige on Achievement Vanity-View

*α significant at level 0.05

Variables	Standardized Beta (β)	t test		Adjusted R Square	F test	
		Value	Sig		Value	Sig
Power Prestige	.467	6.419	.000***	.213	41.208	.000[a***]

**α significant at level 0.01
*** α significant at level 0.1
Independent variable : Power-prestige
Dependent variable : Achievement Vanity-View

As we can see in the table above, 21.3 percent of variances could be explained by the variance of power-prestige, while the other 78.7 percent of the variance can be explained by other factors. According to the ANOVA test result, F value resulting in 41.208 and appears to be significant with $\alpha < 0.1$, which means that the model can be proceed and will be able to interpret the calculation.

According to the result shown in the table, it is mentioned that power-prestige with **β** = 0.467 and Sig. value = .000 appear to be a significant predictor

that could influence achievement vanity-view. Result in Table 4.5 above shows that **β** value of power-prestige shows positive relationship with achievement vanity-view. Power-prestige, as has been explained before, is one of the variance that can drive consumers to do a compulsive buying. The ability to purchase a lot of things can be an act that shows the result of what have been achieved by consumer. The achievement then may lead consumers to do a compulsive buying to show other people of what they capable of.

Durvasula and Lysonsky (2010) stated that "achievement view vanity is connected to a feeling that money is a symbol of success and that it gives people the power to influence and impress others." Belk (1985) also mentioned that "some individuals demonstrate and justify their drive for achievements through conspicuous consumption." Therefore, the result achieved support that H_4 is fulfilled.

4.7 Comparison with Previous Research

Previous research was taken in China in order to observe the young Chinese consumer. This study held in order to replicate the previous study, which also observing the young consumer in D.I. Yogyakarta. Therefore, below is the table comparison of the research result:

Table 4.6

Comparison between Present and Previous Research

Variables relationship	Present	Previous	Relationship
	Result		
Power-prestige towards Materialism	Significant	Significant	Positive
Anxiety towards Materialism	Significant	Significant	Positive
Distrust towards Materialism	Insignificant	Insignificant	Negative
Power-prestige towards Achievement Vanity-view	Significant	Significant	Positive

According to the comparison of present study and the previous study by Durvasula and Lysonsky (2010), it can be seen that there is no differences in the result, not to mention that the relations of distrust toward materialism is not being hypothesized in this study. The present study shows that the behavior of young peoples in Indonesia and China are similar in term of materialism and the achievement vanity-view.

4.8 Summary

The total data that gathered from 150 questionnaires in this study have been analyzed and proven valid and reliable to be included in the data analysis. The data that have been collected have been considered valid because the data collected have greater value than the value $>r_{table}$ which acquired with the equation of degree of freedom (DF) = n-2 or 150-2= 148 which is 0.1603. The reliability analysis that was run to prove that the data are reliable were proven reliable with Alpha Cronbach's value for all of the variables have exceeded 0.6, as

suggested by Hair et al. and Flynn et al. (1994, as cited in Bassioni *et.al*, 2008) to be reliable. The result shows that power-prestige and anxiety have positive relationship toward materialism. Power-prestige also found to be significant and have positive relationship towards achievement vanity-view. Distrust proved to be insignificant towards materialism, and appear to be the only dimension in money attitudes that does not influences materialism.